



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE GOES ON SALE IN WALMART TEXAS

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to announce the upcoming launch of the Yowie product in 50 Walmart stores in Texas. Walmart anticipates product will be in the 50 test stores by the 2nd week in October 2014.

Walmart to commence Yowie trial in October

- The 50 store launch is part of a Walmart in-store trial over a four week period with Yowie featured on the cash register aisle ends.
- The aisle end cap will be exclusive to Yowie with 16 cartons per display placed 4 across and 4 down (see figure 1 below).
- Walmart has indicated the product is to be located only in active cash register aisles.
- Sales performance will be assessed on a store-by-store basis. If successful, Walmart has indicated that it would take the product to a national rollout.
- Yowie displays will be serviced throughout the trial by an external merchandising company to ensure individual store stock weight, display and shelf fill standards are consistently met.
- The Yowie North America sales team will also be actively supervising individual stores throughout the trial.

Walmart is the largest retailer in the world and the largest grocery retailer in the United States. Each week, more than 140 million customers and members visit Walmart’s more than 4,000 stores and 800 club stores across the U.S. (this compares to Coles and Woolworths combined 1613 number of stores in Australia). With US sales of approximately \$279 billion in fiscal year 2014, Walmart U.S. employs 1.3 million associates. It also owns and operates the Sam’s Club retail warehouses in North America.

Head Office

Yowie Group Ltd.
Level 45, 108 St Georges Terrace,
Perth WA 6000

PO Box 7315, Perth WA 6850
Phone +61 8 9486 7066
Fax +61 8 9486 8066
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Lolli & Pops Retail Group demonstrating strong sales

- Early sales feedback from the Lolli & Pops/Candyopolis/Powells retail group over the past eight weeks has been promising
- An exciting Initial launch with sales **in excess of 50 units per store per week** (which is a high performance selling rate in the confectionery category)
- One of the higher performing stores was selling **100+ units per week**

The US remains the lead priority market for Yowie Group and the company remains focused on delivering our US growth goals before moving on to other global initiatives.

Yours sincerely



Wayne Loxton
Executive Chairman
Yowie Group Ltd

Figure 1: Yowie Walmart Aisle End Cap Visual Display Concept



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About Yowie

Yowie Group Ltd is a global brand licensing company specialising in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around eight years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange www.asx.com.au in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yovieworld.com

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